



State of  
**North Dakota**  
*Office of the Governor*

**Jack Dalrymple**  
*Governor*

PROCLAMATION  
**LIFE INSURANCE AWARENESS MONTH**  
SEPTEMBER 2015

**WHEREAS**, the vast majority of Americans recognize that it is important to protect loved ones with life insurance, with a recent survey indicating that 83 percent agree that most people need coverage; and

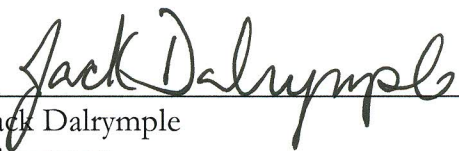
**WHEREAS**, the life insurance industry pays \$62 billion to beneficiaries each year, providing a tremendous source of financial relief and security to families that experience the loss of a loved one; and

**WHEREAS**, despite the importance that people place on life insurance and the peace of mind that it brings to millions of American families, there are still too many Americans who lack adequate coverage; and

**WHEREAS**, roughly 95 million adult Americans have no life insurance and a majority with coverage have less than most experts recommend; and millions of Americans realize that they are underinsured, with nearly one in three believing that they do not have enough coverage; and

**WHEREAS**, the nonprofit LIFE Foundation and a coalition representing hundreds of leading life insurance companies and organizations have designated September 2015 as "Life Insurance Awareness Month," whose goal is to get consumers thinking about their need for life insurance protection, to encourage them to seek advice from a qualified insurance professional, and to take the actions necessary to achieve a financially secure future for their loved ones.

**NOW, THEREFORE**, as Governor of the State of North Dakota, I do hereby proclaim September 2015, **LIFE INSURANCE AWARENESS MONTH** in the state of North Dakota.

  
Jack Dalrymple  
Governor

ATTEST:

  
Alvin A. Jaeger  
Secretary of State